GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:133
ANSWERED ON:04.03.2016
Advertisements Policy
Sreeramulu Shri B.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has prescribed any norms to carry out advertisements on Doordarshan (DD) in all the vernacular languages including Hindi and English and if so, the details thereof; and

(b) whether the DD is considering to review its policy on various issues related to advertisements and if so, the details thereof?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS; AND MINISTER OF INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY)

(a) & (b): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) AND (b) OF LOK SABHA STARRED QUESTION NO. 133 FOR ANSWER ON 04.03.2016

(a): There is no bar on use of vernacular languages including Hindi and
English so long as they conform to the Code for Commercial Advertisements on Doordarshan. The details of the Code are available on website of Doordarshan namely www.ddindia.gov.in.

(b): Reviewing of policy on various issues including advertisements is a dynamic process that is undertaken as per requirement.

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